

Exemplary embodiments are directed to providing in a computing environment including a network, a web page accessible via said network, and a contest server including a storage medium having an object file, a method for content promotion including accessing from a user client the web page stored in association with the contest server via the network, wherein the web page includes an indicia corresponding with the object file, obtaining a contestant identification, wherein the contestant identification corresponds to the user client, selecting the indicia to provide an opportunity to purchase a content of the content promotion, engaging the object file corresponding to the indicia, and sending to the contest server the contestant identification with an acknowledgment of the selected indicia to enter the user client into a contest.